Send for the 1995 Racing Guide/Poster

Follow us through the '95 season with this fact-filled Guide and Poster. It contains a complete schedule with track layouts, details on scoring and signals, plus information on the drivers and cars of Marlboro Team Penske. And it's backed with a full-color racing poster on the reverse side. To get the Guide, just fill out the survey below. Have a friend fill one out to receive a Guide, too.

Marlboro TEAM PENSKE

16 mg "tar" 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

For You

Place outside address label here.
Your label contains your I.D. number.

Here's your chance to follow Marlboro Team Penske and receive the 1995 Racing Guide and Poster. Just fill out and sign this survey, and you may be eligible for future Team Member's benefits. Limited to smokers 21 years of age or older. Please respond by March 31, 1995.

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (Required) _____ Birth Date (Required) _____

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
   _____ (brand)
2. Is your regular brand... ? (Check one.)
   ☐ Regular/King Size ☐ 100's
3. Is your regular brand... ? (Check one.)
   ☐ Menthol ☐ Non-Menthol
4. Is your regular brand... ? (Check one.)
   ☐ Lowest-Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor
5. Do you usually buy it by the... ? (Check one.)
   ☐ Pack ☐ Carton ☐ Both When
6. How long have you smoked this brand?
   ☐ Less than 1 year ☐ 1 to 3 years ☐ Over 3 years ☐ 4 to 5 years ☐ 6 to 9 years

DETACH HERE

7. What, if any, was your previous brand?
   _____ (brand)
8. Which of the following statements best describes the way you are cigarette smokers? (Check one.)
   ☐ I've almost any cigarette around—I can get ☐ Occasionally, give cigarettes for cigarettes, even if they are not for my regular brand. ☐ I only ask cigarette if they are for my regular brand, I never ask someone for any cigarettes
9. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Belmont Hedges	☐ Kool	☐ Salem
☐ Bel-Sup	☐ Magna	☐ Sterling
☐ Best Value	☐ Marlboro	☐ Sure Brand (generic)
☐ Bristol	☐ Misty	☐ Supermatic
☐ Bucks	☐ Monarch	☐ True
☐ Cambridge	☐ Montclair	☐ Vantage
☐ Camel	☐ Moss	☐ Viceroy
☐ Carlton	☐ Newport	☐ Virginia Slims
☐ Dove	☐ Nine	☐ Winston
☐ Doral	☐ Nova	☐ Other _____ (brand)
☐ Eve	☐ Parliament	

10. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
    ☐ Go to another store to buy my regular brand.
    ☐ Buy another type or weight of my regular brand.
    ☐ Wait until the store has my regular brand.
    ☐ Buy a different brand entirely.
11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name	# of Packs

12. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	M.I.	Last Name
Birth Date	Regular Brand	
First Name	M.I.	Last Name
Birth Date	Regular Brand	

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For A Friend

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NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (Required) _____ BIRTH DATE (Required) _____

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